

HCLSoftware Certified Designer – Unica Campaign 12.1 Certification Exam Guide

Introduction

This **foundation level** exam certifies that the successful candidate is familiar with HCL Unica Campaign. The successful candidate must demonstrate knowledge of HCL Unica Campaign functionality. They must know how to build and execute marketing campaigns and perform the required marketing tasks including: performing data manipulation activities, building recipient lists and creating output files and tables, offer management and basic reporting functionality.

The Campaign Designer is self-sufficient and is able to perform most of the tasks involved in this role with a limited amount of assistance from peers and vendor support services. The Campaign Designer has the knowledge and skills to perform these tasks and efficiently uses product documentation.

Recommended Skills

- Familiarity with common marketing terms as far as applicable within HCL Unica Campaign
- Basic knowledge of operating HCL Unica Campaign
- Capable of building flowcharts
- Knowledge about different process boxes available in flowcharts
- Familiarity with data manipulation techniques available in HCL Unica Campaign
- Capable of validating, testing and running flowcharts
- Able to produce output files and tables
- Generate reports to assess input data and campaign effectiveness

Exam Format

- Multiple choice – one correct response out of four choices
- Multiple Response – two or more correct responses out of four choices
- Number of questions: 60, divided in 40 simple questions with 1 point per correct answer and 20 more difficult questions with 2 points per correct answer.
- This results in a possible maximum score of 80 points
- Passing score: 70% (56/80 points)
- Exam duration: 90 minutes

Unanswered questions are scored as incorrect; there is no penalty for guessing.

Exam Results

The HCL Unica Campaign v12.1 Designer (HCL-UNC-DES-121) certification exam is a pass or fail exam. The exam is scored against a minimum standard established by HCLSoftware subject matter experts who follow certification industry best practices and guidelines.

The exam is scored based on a Sum of Scores which is then converted into a percentage to determine pass or fail. The sum of scores is achieved by weight assigned to each individual question based on level of complexity. The minimum score required to pass the exam is 56 out of a total 80, which is 70%.

Your score report could contain a table of exam competencies that illustrate your performance for each of the areas that were tested. This information is intended to provide general feedback about your exam performance and help you determine the areas where further study might be required. You do not need to achieve a passing score for each competency area. You only need to pass the overall exam.

Exam Content

This exam guide includes competency areas and weightings for the exam as seen below.

This exam covers content specifically for HCL Unica Campaign 12.1.x.

Competency Area	% of Examination
HCL Unica Marketing Suite	5%
HCL Unica Campaign Functionality	15%
Campaigns & Flowcharts	50%
Offer Management	4%
Segmentation	8%
Data Sources	8%
Flowchart Features	10%
TOTAL	100%

Competency Area 1: HCL Unica Marketing Suite

- 1.1 Product Overview
- 1.2 Housekeeping

Competency Area 2: HCL Unica Campaign Functionality

- 2.1 Integrations
- 2.2 Concepts & Terminology
- 2.3 Response Tracking
- 2.4 Reporting
- 2.5 GDPR compliance
- 2.6 Users

Competency Area 3: Campaigns & Flowcharts

- 3.1 Campaigns
- 3.2 Flowcharts
- 3.3 Process Boxes
- 3.4 Validating and Running a Flowchart
- 3.5 Scheduling
- 3.6 Output

- 3.7 Logs
- 3.8 Additional features

Competency Area 4: Offer Management

- 4.1 Templates
- 4.2 Offers

Competency Area 5: Segmentation

- 5.1 Strategic Segments
- 5.2 Operational Segments
- 5.3 Control Groups

Competency Area 6: Data Sources

- 6.1 Table Mapping
- 6.2 Audiences

Competency Area 7: Flowchart Features

- 7.1 User Variables
- 7.2 Derived Fields
- 7.3 Campaign Macros
- 7.4 Administration

Exam Preparation Resources

It is recommended to utilize the following resources for the HCL Certified Designer – Unica Campaign 12.1 Certification exam. These resources and additional training are not required before taking the exam but are highly recommended opportunities to learn from experts and expand on your knowledge.

- [Virtual Training Courses](#)
From HCL Software U, particularly relevant is the self-paced, or instructor-led HCL Unica Campaign Fundamentals course.
- [Product Documentation](#)
Of all Unica documentation, the Unica Campaign [User Guide](#) is most relevant.

Exam Registration

Registration for this exam is available on the HCLSoftware U page that is located on the Pearson Vue website. <https://home.pearsonvue.com/hclsoftwareacademy>